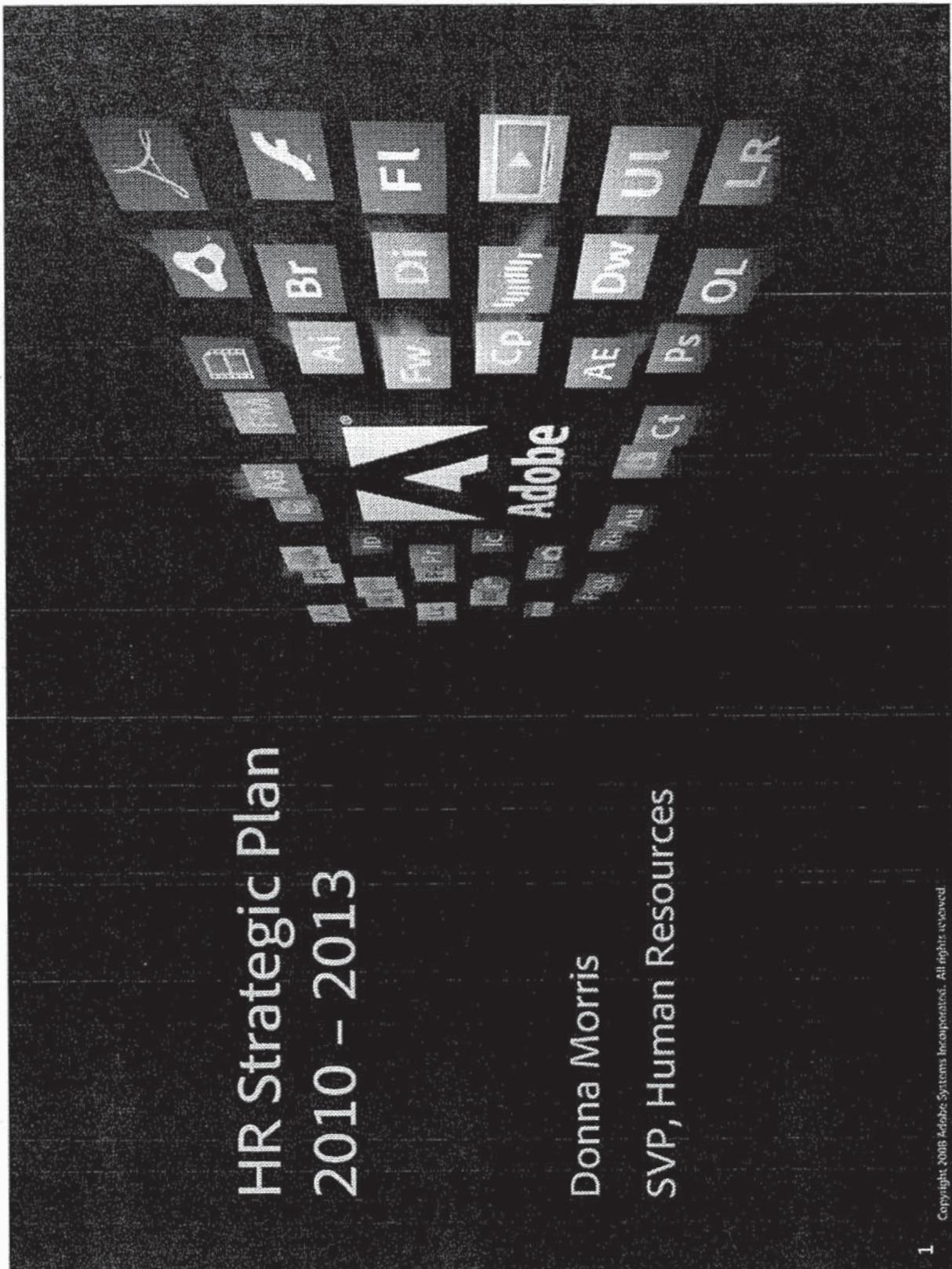
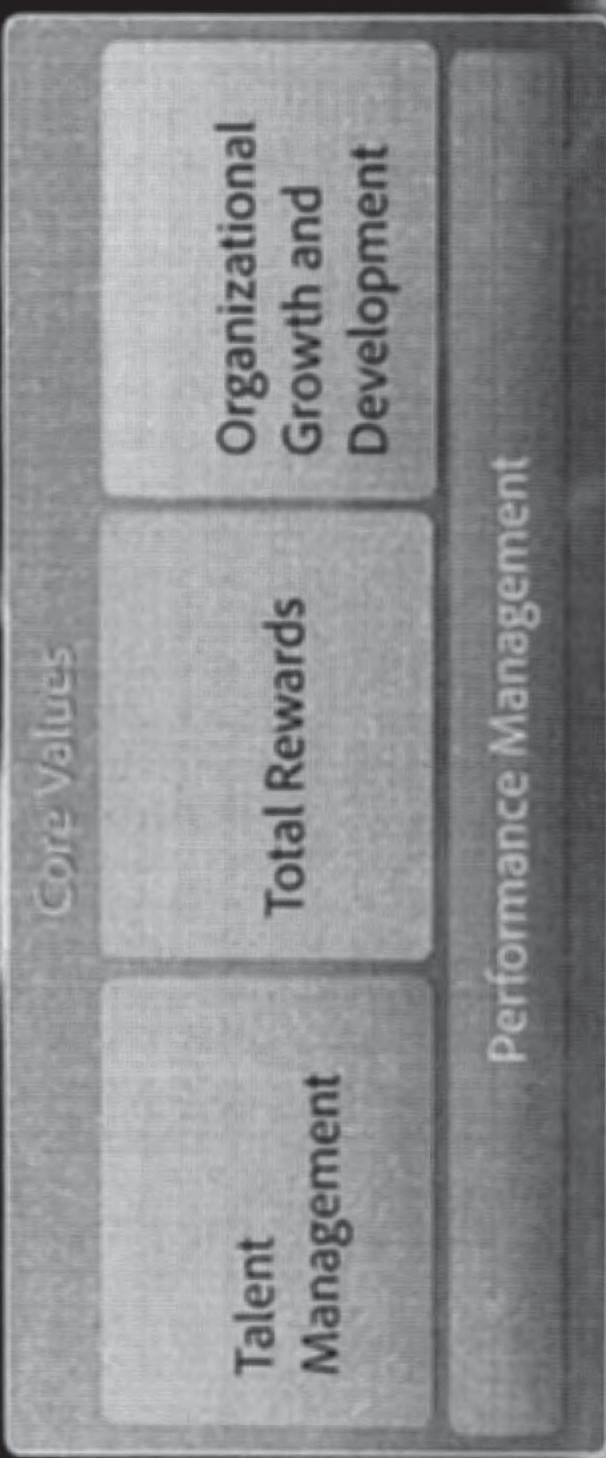


EXHIBIT 5



Adobe Employee Strategic Objectives

Recognized as a dynamic and agile global organization with exceptional employees who are rewarded based on their embodiment of our values and their contribution to success of the business



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Focus Area	Strategic Imperative	Key Success Attributes

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Key Workforce Trends

Trends

Organizational Shifts

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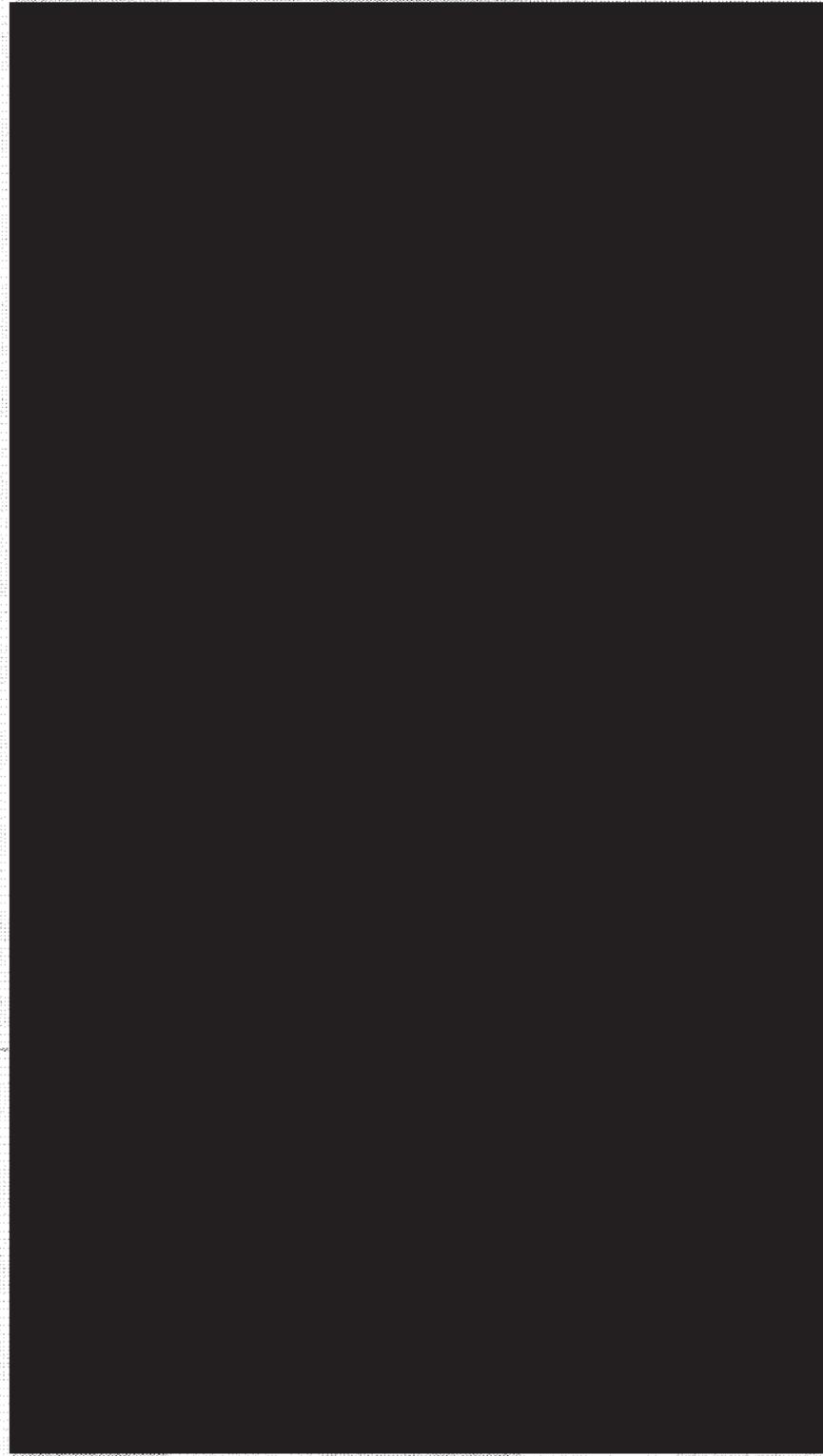
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Key Shifts by Strategic Priority

Strategic Priority Key Shifts



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Talent Acquisition Philosophy

Extend market leadership in our business by identifying and acquiring exceptional talent from university grad to executive level in established and emerging territories, as well as internal movement of great internal talent

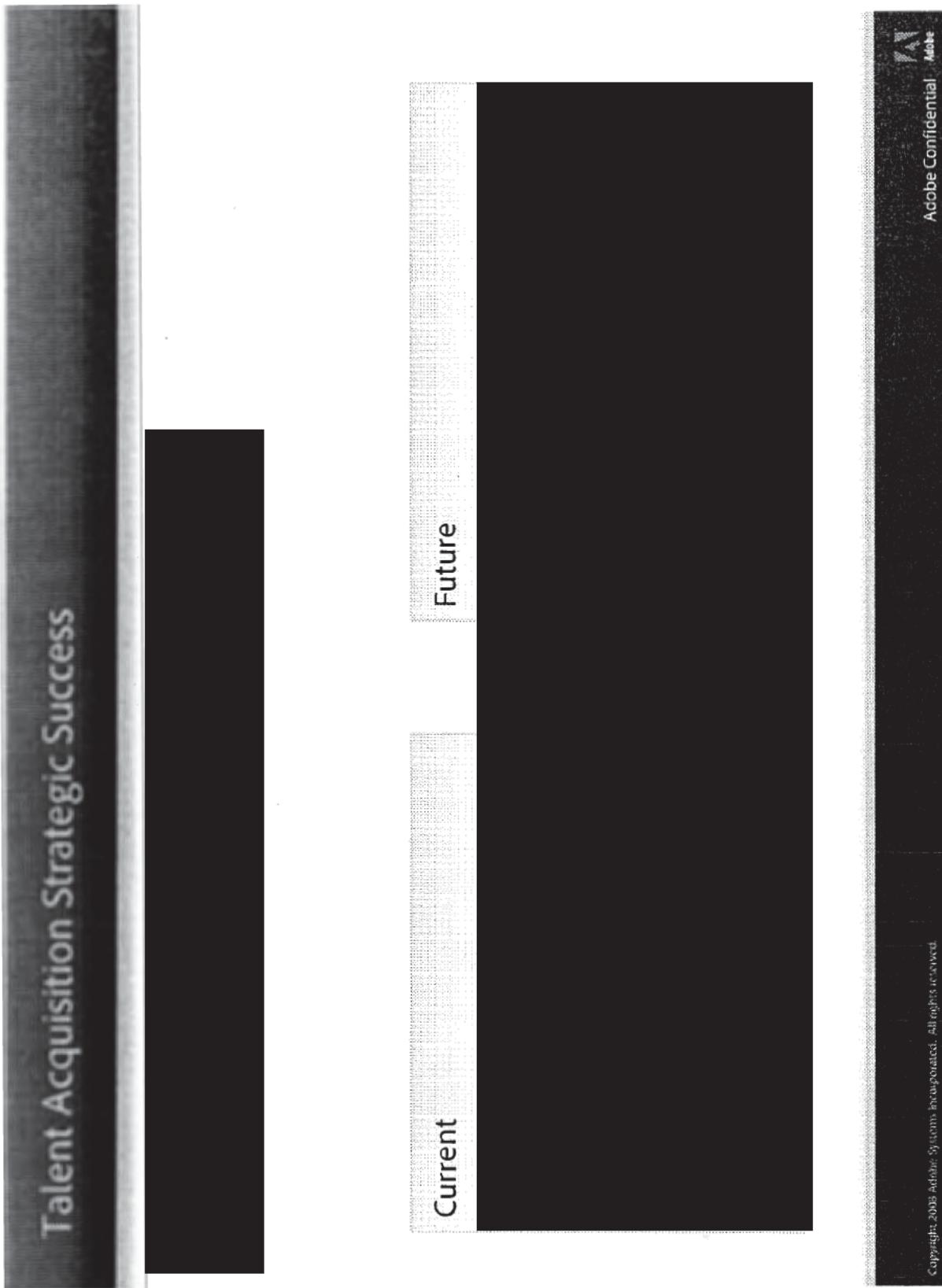


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Performance Management Philosophy

Continue to evolve culture toward pay for performance where key contributions of employees are recognized and rewarded, and managing performance is a key requirement to growing the business



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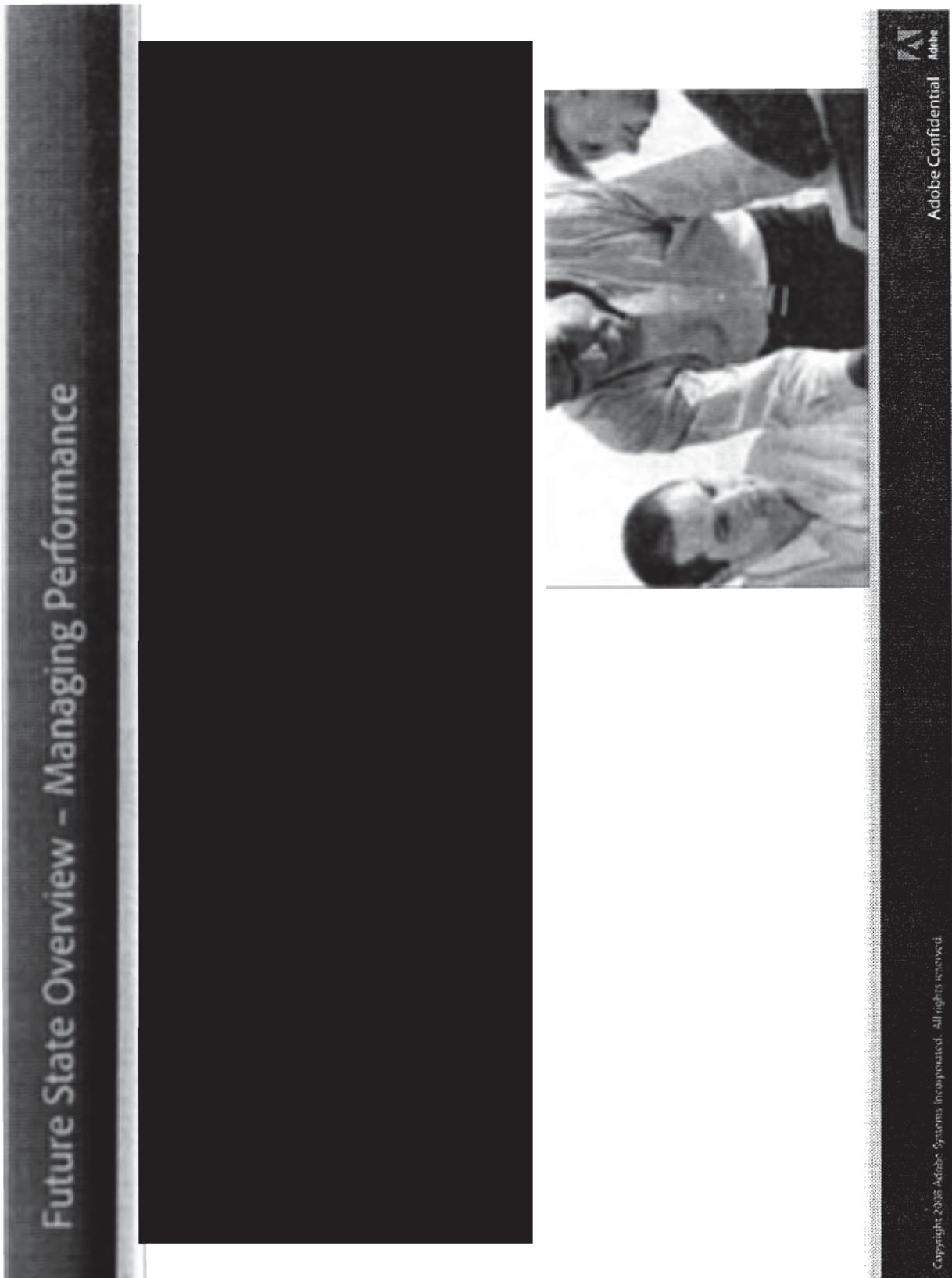


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Performance Management Strategic Success



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Future State Overview - Managing Performance

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Total Rewards Philosophy

Provide market competitive rewards allowing us to attract and retain great global talent and differentiate based on exceptional company and individual performance



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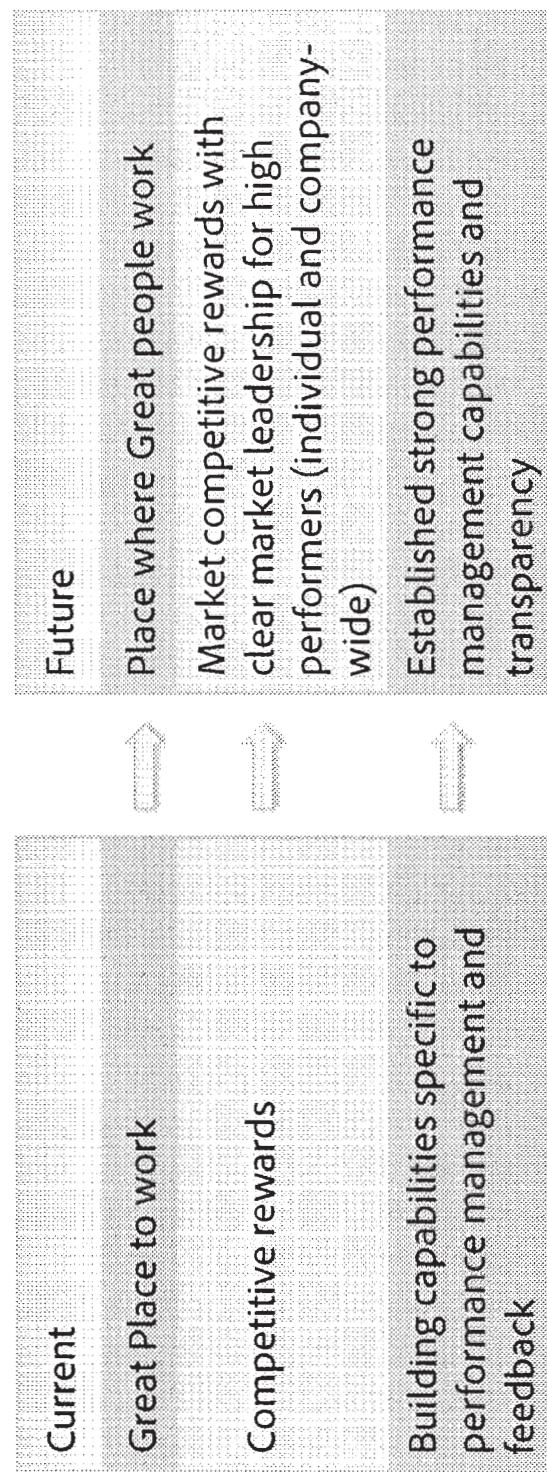
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Total Rewards Strategic Success

- Provide market competitive rewards allowing us to attract and retain great global talent and differentiate based on exceptional company and individual performance
- We are shifting our strategy to align to a pay for performance culture:



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Future State Overview - Total Rewards Priorities

- Ensure Total Rewards objectives align with, enable and support the company business strategy
- Actively work on building management capabilities associated with performance management to establish a culture which represents merit based rewards
- Ensure rewards are differentiated based on exceptional company and individual performance for merit, equity and variable compensation
- Market Competitive rewards with clear market leadership for higher performance



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Future State Overview - Aligning Pay to Performance

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